

REMARKS

Claims 8-10 were pending in the present application. New claims 11-19 are added herein. Thus claims 8-19 are now pending in the present application. Reconsideration of the present application in view of the above amendments and the following remarks is respectfully requested.

Claims 8 and 10 stands rejected under 35 U.S.C. 103 (a) as being allegedly unpatentable over Ishizuka et al., U.S. Patent No. 6, 351,255, (hereinafter "Ishizuka") in view of Takada et al., U.S. Patent No. 4, 907,859, (hereinafter "Takada"). The rejection is respectfully traversed.

In brief summary, the present invention is directed to a method which is capable of reducing uneven luminance and increasing service life of luminous elements such as, for example, electroluminescence elements. As illustrated in Figure 2 of Applicants' specification, an already selected scanning line (B1), for example as recited in claim 8, is switchedly connected to a source voltage (Vcc) to apply a reverse bias to a luminous element such as, for example, E1.1, and the like, connected to the already selected scanning line (B1). Remaining scanning lines, such as B2, B3, and the like, are switchedly connected to a ground voltage in a course of switching from the already selected scanning line to the next scanning line.

With regard to claim 8, the Examiner alleges that Ishizuka teaches a method for driving a luminous display as claimed while admitting that Ishizuka fails to teach or suggest the claimed step wherein an already selected scanning line is switchedly connected to a source voltage to apply a reverse bias to the one of the plurality of luminous elements connected to the already selected scanning line, and at the same time remaining scanning lines other than the already selected scanning line are switchedly connected to a ground voltage so as to discharge a charge stored to others of the plurality of luminous elements connected to remaining scanning lines, in a course of switching from the already selected scanning line to a next scanning line.

Applicants respectfully note that the combination of Takada and Ishizuka is improperly motivated since Takada is directed to an LCD print head whereas Ishizuka is directed to a luminous or electro-luminescent (EL) display. The luminous display of Ishizuka suffers from problems associated with the fundamental nature of EL displays in comprising capacitive elements and the resulting effects of parasitic charges. LCD devices of the kind described in Takada use liquid crystal “shutters” to open or close an optical path to an external light source. It should further be noted that Takada primarily deals with problems associated with heating and describes applying +V or –V to a selected line. Takada further notably fails to teach or suggest that a luminous element is reverse biased or that remaining scan lines are switchedly connected to a ground voltage *so as to discharge a charge stored to others of the plurality of luminous elements connected to remaining scanning lines, in a course of switching from the already selected scanning line to a next scanning line* as claimed. As noted above, the reasons for reverse biasing and for connecting the claimed luminous elements to ground are related to the unique problems associated with use of EL elements, e.g. increasing service life and reducing uneven luminance generated by the elements. The elements of Takada clearly do not emit luminescence as claimed and, further it is well understood to those of ordinary skill in the art, that LCD devices of the kind described in Takada are drastically different from the EL devices of Ishizuka and of the present invention thus there would be no motivation to look to Takada to account for deficiencies in Ishizuka and the applied art combination.

Accordingly a *prima facie* case of obviousness has not been established in that the applied art combination is improperly motivated and further fails to teach or suggest all the claimed features as required. It is respectfully requested therefore that the rejection of claim 8 be reconsidered and withdrawn.

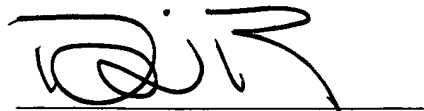
Claims 9-10, and new claim 11, by virtue of depending from claim 8, are believed allowable for at least the reasons set forth hereinabove with regard to claim 8. It is respectfully requested that the rejection of claims 9-10 be reconsidered and withdrawn and favorable consideration be extended to new claim 11.

New claims 12-19 by virtue of reciting features, such as applying a reverse bias to a driven one of a plurality of luminous elements, and wherein scan lines associated with remaining ones of the plurality of luminous elements are switchably connected to a ground voltage so as to discharge a stored charge therein, are believed distinguishable over the applied art combination and the prior art in general. Favorable consideration is respectfully requested.

In view of the foregoing, the applicants respectfully submit that this application is in condition for allowance and a timely notice to that effect is respectfully requested. If questions relating to patentability remain, the examiner is invited to contact the undersigned by telephone.

Please charge any unforeseen fees that may be due to Deposit Account No. 50-1147.

Respectfully submitted,



David G. Posz
Reg. No. 37,701

Posz & Bethards, PLC
11250 Roger Bacon Drive, Suite 10
Reston, VA 20190
Phone 703-707-9110
Fax 703-707-9112
Customer No. 23400